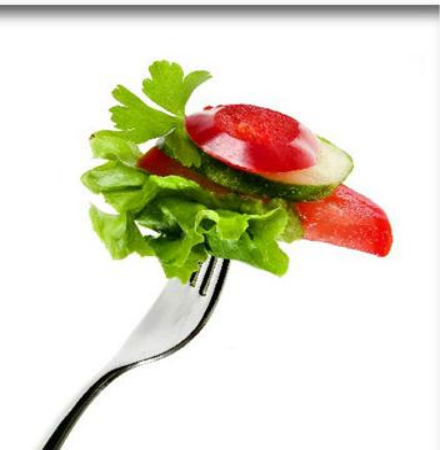




Massachusetts
Department of
Public Health



Taking Action for Healthier Communities: The Policy and Environmental Approach

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November 9, 2012

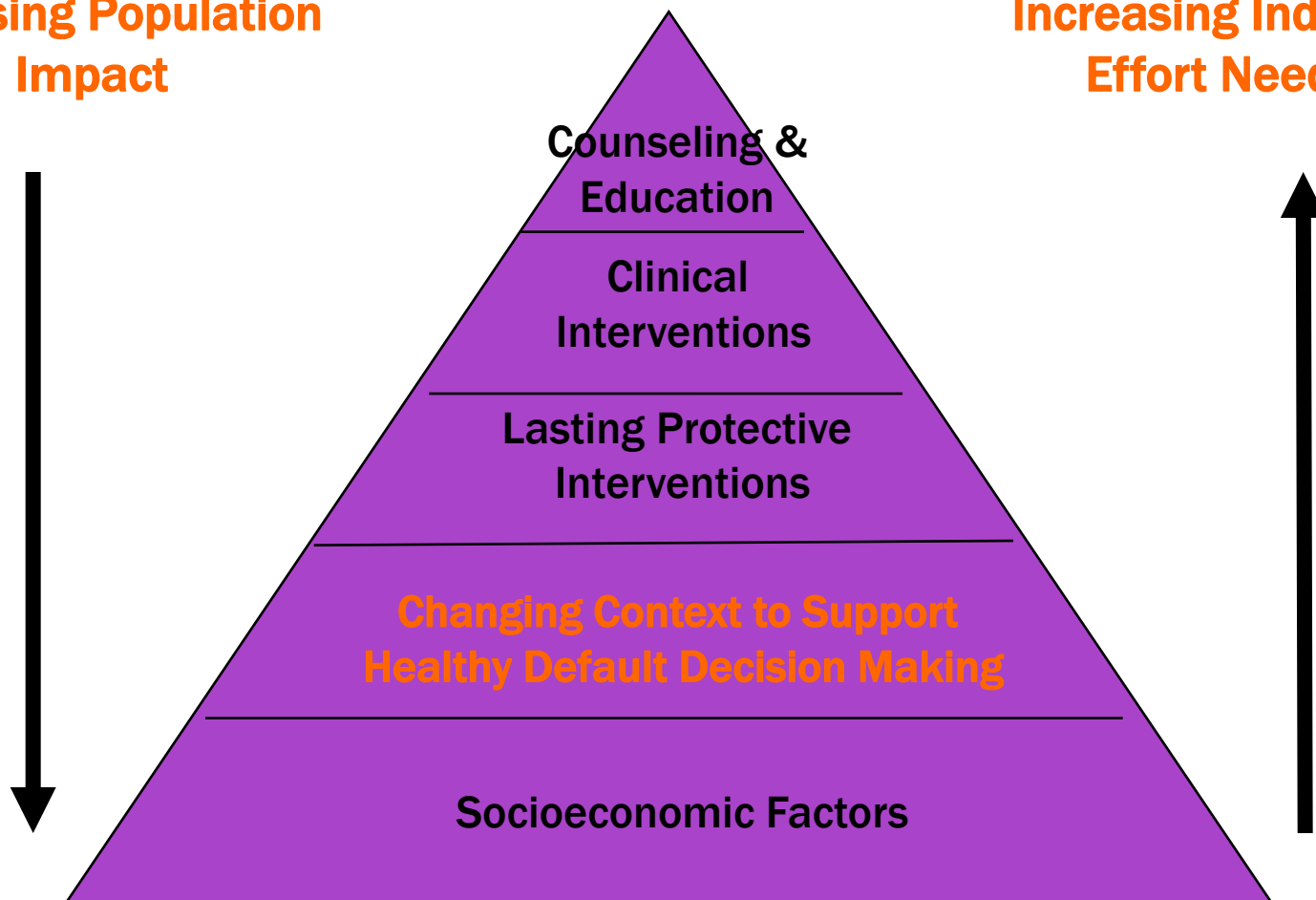




Health Impact Pyramid

**Increasing Population
Impact**

**Increasing Individual
Effort Needed**



Most Common Approaches to Health Behavior Change

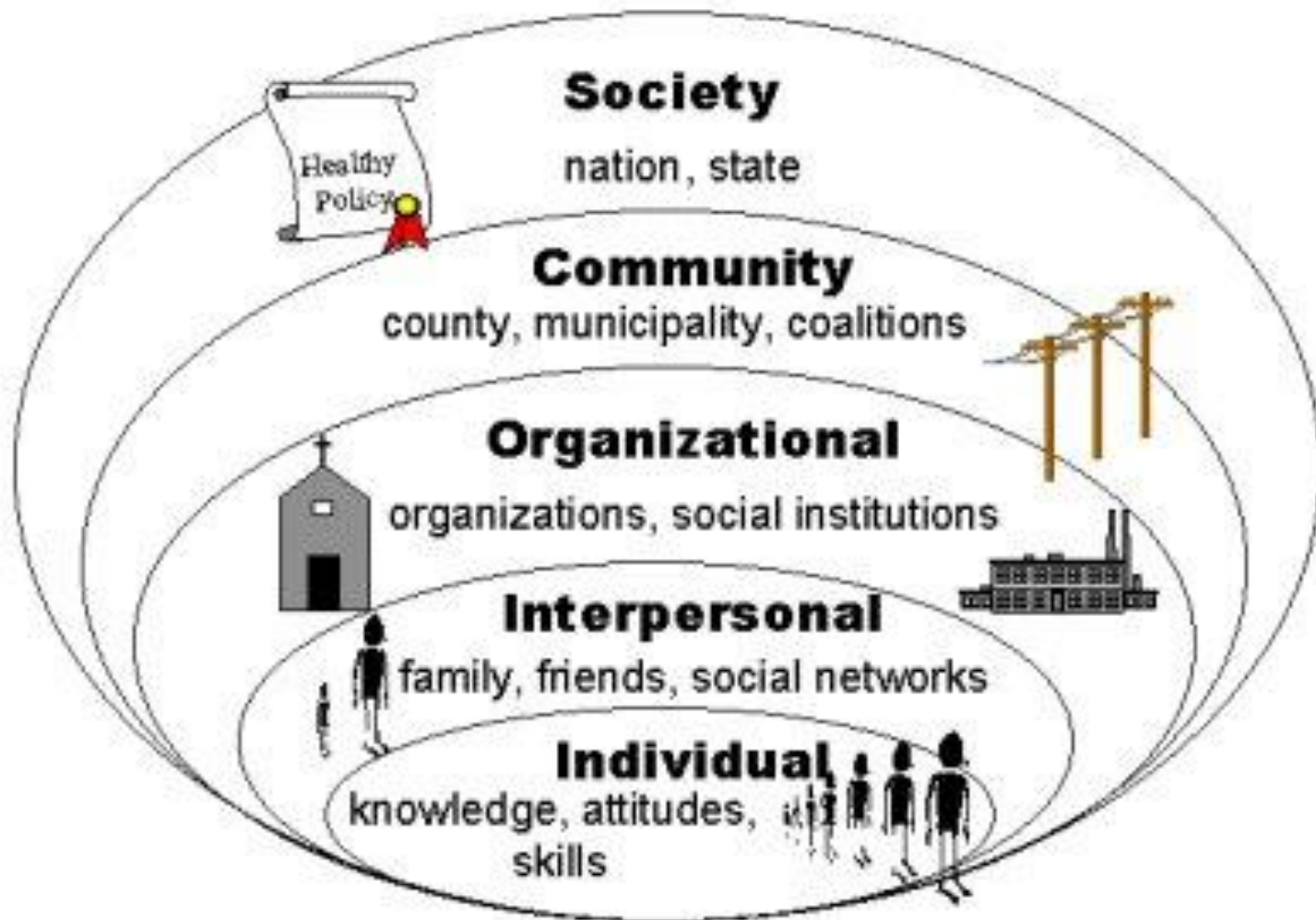
Trying to change individual behavior directly through:

- ❑ Education
- ❑ Awareness
- ❑ Early Intervention

What's Wrong With This Approach?

- ❑ Knowledge alone does not alter behavior
- ❑ Individual behavior is determined to a large extent by social environment

Socio-Ecological Framework



“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural and physical environments conspire against such change.”

~ Institute of Medicine

Why policy and environmental change?

- ❑ Build on lessons learned
- ❑ Want to see community-level change
- ❑ More sustainable
- ❑ Make the healthy behavior the easier behavior
- ❑ Address social justice by equalizing conditions

Individual vs. Policy/Environmental

- ❑ Individual approaches focus on helping people develop the knowledge, attitudes, and skills they need to change their behavior
- ❑ Policy/environmental approaches focus on creating an environment that makes it easier for people to engage in healthy behavior

Don't Smoke

- ❑ **Statewide Smokefree Workplace Law**
- ❑ **Taxation on cigarettes**
- ❑ **Limit on youth access to tobacco**

Drink Responsibly

- ❑ Age 21 drinking law
- ❑ Legal blood alcohol levels for driving
- ❑ Limits on beer sales at Fenway Park

Eat More Healthy Food

- ❑ Establish nutritional standards for food and beverages available in vending machines
- ❑ Require menus to note nutritional content for all items
- ❑ Enable use of SNAP/WIC benefits at Farmers Markets

Engage in Regular Physical Activity

- ❑ **Providing safe and accessible walking conditions**
- ❑ **On-site fitness facilities for employees**
- ❑ **Establish community-wide walk-to-school initiative**

Multi-Level Impact

- ❑ **Organizational/institutional level**
- ❑ **Community level**
- ❑ **Public Policy/State level**

Institutional Factors

- ❑ Refers to the policies, practices, and structures of organizations, e.g., worksites, schools, human service agency

Example:

In both policy and practice, a worksite serves healthy foods at meetings.

An organization provides secure location for bicycle storage while at site.

Community Factors

- ❑ Refers to policies, practices, and structures of “communities” (can be defined by geography, identity, shared interests, etc.)

Example:

A city establishes a zoning ordinance limiting the number of establishments allowed to sell alcohol.

A town sets a bylaw requiring all new development include sidewalks.

Public Policy

- ❑ Typically refers to laws, policies, practices, and structures that cross communities.

Example:

A state law is passed and enforced requiring a specific level of physical activity during the school day.

Mass in Motion: Eat Better, Move More

Multifaceted state initiative

- Call to Action report
- Governor's Executive Order 509
- BMI regulation
- School Nutrition Regulations
- Public information campaigns
- MA Children at Play
- Municipal wellness grants
- Worksite initiative
- Website (www.mass.gov/massinmotion)
 - Info on physical activity and nutrition
 - Calendars
 - Blogs
 - Links to state and local resources



Mass in Motion Community Activities

- Implementation of healthy dining program and/or healthy corner stores/neighborhood markets
- Establishment of nutritional standards for food pantries and/or meal-programs
- Implement use of EBT system and/or increase use of WIC and SNAP benefits at farmers markets
- Increase access to farmers markets via affordable transportation modes
- Review zoning/land use policies for usage of vacant parcels of land as community gardens
- Implement active community safe routes to school initiative
- Citywide collaboration re: snow clearance
- Increase use of parks and open spaces (increase safety, improve maintenance, enhanced lighting, etc)
- Establish safe areas for indoor recreation (joint use agreements, use of schools/municipal buildings)
- Establish a “complete streets” policy
- Incorporate health element in municipal plans (such as comprehensive/master plan, open space and recreation plan, pedestrian or bicycle master plan)
- Establish healthy/active design standards for all new development



Contact Information

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